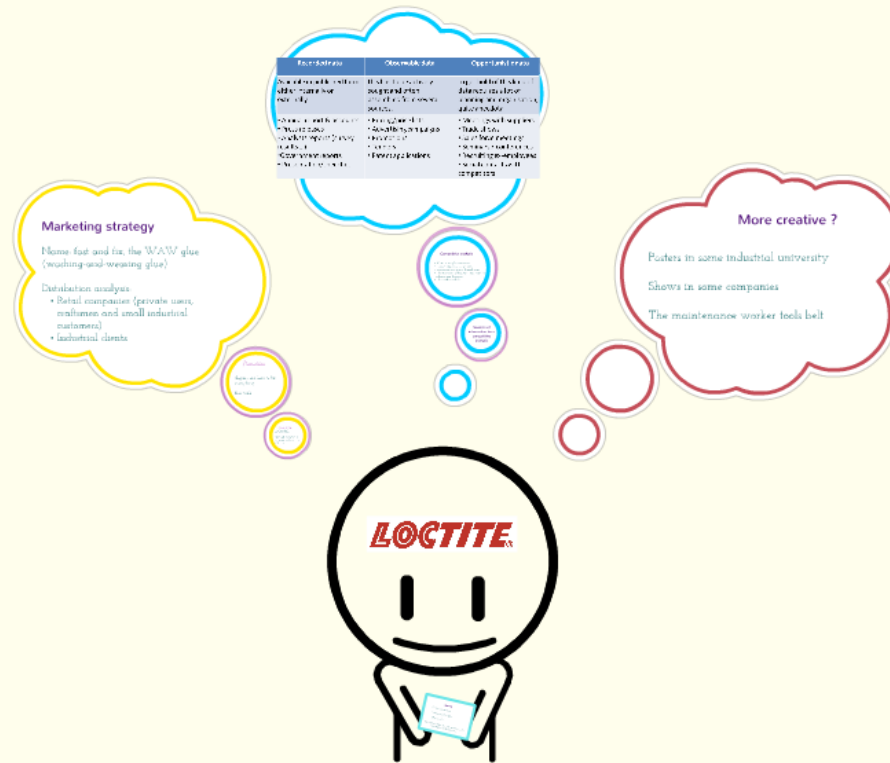


Eldy
François
Hortense
Jessica
Lin



Loctite case

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Recorded data	Observable data	Opportunistic data
Available in published form either internally or externally	this has to be actively sought and often assembled from several sources	to get hold of this kind of data requires a lot of planning and organisation, quite anecdotal
<ul style="list-style-type: none"> Annual report & accounts Press releases Analyst reports (journey results...) Government reports Presentator/speeches 	<ul style="list-style-type: none"> Pricing/pricelists Advertising campaigns Promotions Tenders Refer applications 	<ul style="list-style-type: none"> Meetings with suppliers Trade shows Sales force meetings Seminars / conferences Recruiting ex-employees Social contacts with competitors

Marketing strategy

Name: fast and fix, the WAW glue (washing-and-wearing glue)

Distribution analysis:

- Retail companies (private users, craftsmen and small industrial customers)
- Industrial clients

Planation

align: can take to the market by his tools

Competitor analysis

Competition: 1. Competitor's product 2. Competitor's distribution 3. Competitor's marketing 4. Competitor's pricing 5. Competitor's service

Reason of a transition to a competitor analysis

More creative ?

Posters in some industrial university

Shows in some companies

The maintenance worker tools belt



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- Jessica
- Lin

Agenda

1. Marketing strategy
2. Sources of information
3. More creative ?

How can Loctite market their new glue to the maintenance worker segment ?

Marketing strategy

Name: fast and fix, the WAW glue
(washing-and-wearing glue)

Distribution analysis:

- Retail companies (private users, craftsmen and small industrial customers)
- Industrial clients

Promotion

slogan : one hour to fix
everything

free trials

Promotion

slogan : one hour to fix
everything


free trials



Pricing strategy

medium-high

Discounts for loyal and
early innovative clients
of Loctite



**Sources of
information for a
competitive
analysis**

Competitive analysis

- Your company's competitors
- Competitor product summaries
- Competitor strengths and weaknesses
- The strategies used by each competitor to achieve their objectives
- The market outlook

Recorded data	Observable data	Opportunistic data
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<ul style="list-style-type: none"> • Annual report & accounts • Press releases • Analysts reports (survey results ...) • Government reports • Presentation/speeches 	<ul style="list-style-type: none"> • Pricing/price lists • Advertising campaigns • Promotions • Tenders • Patent applications 	<ul style="list-style-type: none"> • Meetings with suppliers • Trade shows • Sales force meetings • Seminars / conferences • Recruiting ex-employees • Social contacts with competitors

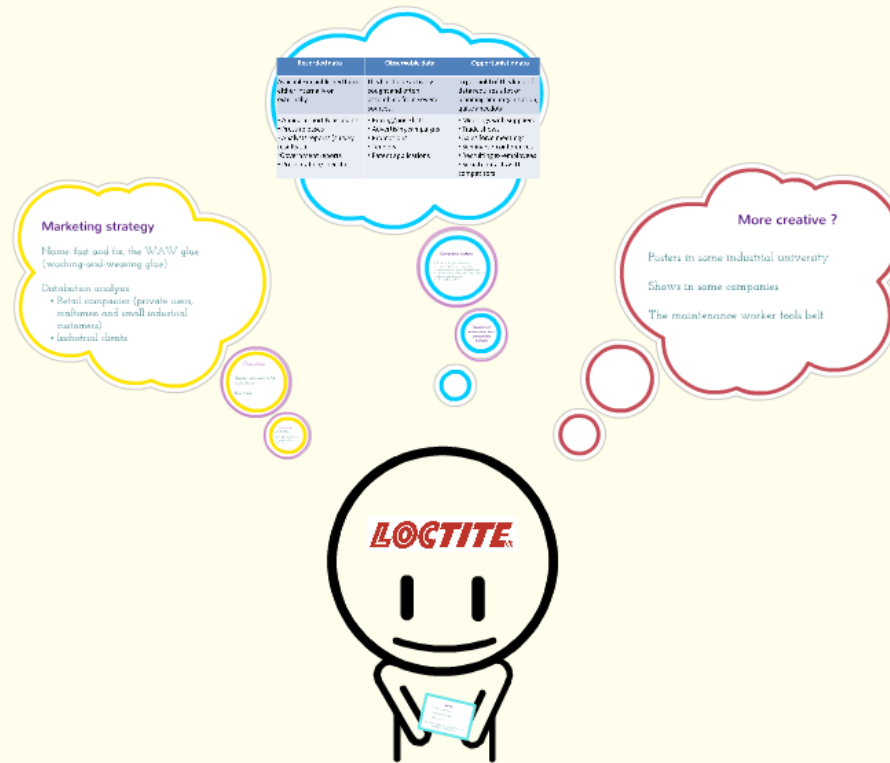
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